

TABLE 1
Interest in U-verse Offering

	Test Condition					
	No-Padres Offer			Padres Offer		
	Total	Aware ¹	Not Aware ²	Total	Aware ³	Not Aware ⁴
Base= total in each group....	205	167	37	205	179	26
<u>Interest (Q2⁵)</u>	%	%	%	%	%	%
Very interested	13.7	13.2	16.2	17.1	17.3	15.4
Somewhat interested	40.0	39.5	43.2	46.3	46.4	46.2
Subtotal	53.7	52.7	59.5	63.4	63.7*	61.5
Probably not interested	19.0	19.8	16.2	19.5	20.1	15.4
Not interested	26.8	27.5	24.3	17.1	16.2	23.1
Subtotal	45.8	47.3	40.5	36.6	36.3	38.5
No opinion	<u>0.5</u>	<u>0.0</u>	<u>0.0</u>	<u>0.0</u>	<u>0.0</u>	<u>0.0</u>
	100.0	100.0	100.0	100.0	100.0	100.0

¹Q4 or Q9 = "Yes"

²Q4 or Q9 = "No"

³Q12 or Q17 = "Yes"

⁴Q12 or Q17 = "No"

Q4&9: When you answered the earlier questions, did you understand that U-verse television does not offer Channel 4 with live coverage of San Diego Padres games?

Q12&17: When you answered the earlier questions, did you understand that U-verse television would include Channel 4 with live coverage of San Diego Padres games?

⁵Q2: All things considered, how interested would you be in learning more about this service?

*Significantly higher than No-Padres Offer at the 95% confidence level. That is, the probability that this difference occurred by chance alone is only one in 20.

51. Table 2 shows that at least 13.6% of all respondents independently volunteered that it was the absence or presence of the Channel 4/San Diego Padres programming that was the reason for their level of interest in U-verse television: at least 11.2% of those who viewed the No-Padres Offer and 2.4% of those who viewed the Padres Offer. (See Exhibit 5 for the open-ended responses of all survey respondents.)

This 11.2% is a conservative figure because the comments offered by those who were "Somewhat interested" suggest they would have been "Very interested" had the Padres programming been included.

More specifically, of the respondents who viewed the No-Padres Offer, 17.0% of those who were either "Not interested" or "Probably not interested" independently volunteered that a reason for their level of interest was the absence of Padres programming. In addition, 8.5% of those who said that they were only "Somewhat interested" independently volunteered that a reason for their level of interest was the absence of Padres programming.

Under the most conservative estimate, where the "Somewhat interested" responses are subtracted from the "Not interested" and "Probably not interested" responses, 11.2% of *all* respondents who viewed the No-Padres Offer had their interest level negatively affected by the absence of Padres programming. In reality, the percentage could actually be higher if some or all of the respondents who stated that they were only "Somewhat interested" because of the lack of Padres programming would have been "Very interested" were Padres programming offered. This is because, in that case, it would be appropriate to add those respondents to, and not subtract them from, the "Not interested" and "Probably not interested" respondents.

Of the respondents shown the Padres Offer, 8.6% of those who were "Very interested" and 1.1% of those who were "Somewhat interested" independently volunteered that a reason for their level of interest was the presence of Padres programming. Thus, 2.4% of *all* respondents who saw the Padres Offer had their interest level positively affected by the presence of Padres programming.

These findings are another clear indication of the importance of the Padres programming to the appeal of the U-verse offering.

TABLE 2
Reasons for Interest or Disinterest

		Test Condition							
		No-Padres Offer				Padres Offer			
		Total	Very Interested	Somewhat Interested	Not Interested*	Total	Very Interested	Somewhat Interested	Not Interested*
	Base= total in each group....	205	28	82	94	205	35	95	75
<u>Reasons (Q3)</u>		%	%	%	%	%	%	%	%
Does not have Padres/Channel 4 and I want it		11.2	0.0	8.5	17.0	0.0	0.0	0.0	0.0
Does have Padres/Channel 4		0.0	0.0	0.0	0.0	2.4	8.6	1.1	0.0
All other reasons		88.8	100.0	91.5	83.0	97.6	91.4	98.9	100.0
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Q: Why do you say that you are (Q2 Response) in learning more about this service? Please be as specific as possible.

* "Not interested" includes both "Probably not interested" and "Not interested."

52. Table 3 shows that almost one-half (9.1% out of 20.0%) of those “Very interested” and “Somewhat interested” respondents who viewed the No-Padres Offer changed their level of interest when they became aware of the fact that U-verse television does not include Padres programming.

TABLE 3
Change of Interest with Knowledge of No Padres

	Test Condition					
	No-Padres Offer			Padres Offer		
	Total	Interested	Not Interested	Total	Interested	Not Interested
Base= total in each group....	205	110	94	205	130	75
<u>Changed Interest? (Q5 & Q10)</u>	%	%	%	%	%	%
Yes	5.9	9.1	2.1	NA	NA	NA
No	11.7	10.9	12.8	NA	NA	NA
No opinion	0.5	0.0	1.1	NA	NA	NA
Not asked question	<u>82.0</u>	<u>80.0</u>	<u>84.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
	100.0	100.0	100.0	100.0	100.0	100.0

Q: Now that you know that U-verse television does not offer Channel 4 with live coverage of San Diego Padres games, does that or does that not change your interest in learning more about this service?

53. Table 4 shows that 3.6% of those shown the No-Padres Offer who were previously "Very/Somewhat interested" (which translates to 3.0% of the total sample) became "Probably/Not interested" when they were made aware of the fact that Padres programming was not available in the U-verse offering.

TABLE 4
New Level of Interest if Padres Not Available

	Test Condition					
	No-Padres Offer			Padres Offer		
	Total	Interested	Not Interested	Total	Interested	Not Interested
Base= total in each group....	205	110	94	205	130	75
<u>New Interest (Q6, 11, 14, 19)</u>	%	%	%	%	%	%
Very interested	1.0	1.8	0.0	14.6	23.1	0.0
Somewhat interested	1.5	2.7	0.0	33.2	52.3	0.0
Subtotal	2.4	4.5	0.0	47.8	75.4	0.0
Probably not interested	1.0	1.8	0.0	1.0	1.5	0.0
Not interested	2.0	1.8	2.1	0.0	0.0	1.3
Subtotal	3.0	3.6	0.0	1.0	1.5	0.0
No opinion	0.5	0.9	0.0	0.0	0.0	0.0
Not asked question	<u>94.1</u>	<u>90.9</u>	<u>97.9</u>	<u>51.2</u>	<u>23.1</u>	<u>98.7</u>
	100.0	100.0	100.0	100.0	100.0	100.0

Q: How interested would you be in learning more about this service now that you know that U-verse television does not offer Channel 4 with live coverage of San Diego Padres games?

54. Table 5 summarizes Tables 2 and 4 and shows that a total of 14.2% of those seeing the No-Padres Offer were negatively affected by the absence of Channel 4/San Diego Padres programming.

TABLE 5 Summary of Lessened Interest due to Absence of Channel 4/San Diego Padres Programming		
	Base= total....	<u>No-Padres Offer</u>
<u>Lessened Interest</u>		%
Volunteered (Table 2)		11.2
Directed (Table 4)		<u>3.0</u>
Total		14.2

55. Table 6 shows that 9.3% of those viewing the Padres Offer that included Channel 4/San Diego Padres programming and were initially interested would not be interested if Channel 4/San Diego Padres programming were unavailable.

TABLE 6 Opinion of Those Seeing Padres Ad if Padres Were Not Available			
	<u>Padres Offer</u>		
	Total	Interested	Not Interested
Base= total Padres ad....	205	205	205
<u>Interested (Q13 & Q18)</u>	%	%	%
Yes	49.3	48.8	0.5
No	37.6	<u>9.3</u>	28.3
No opinion	13.2	5.4	7.8
Not asked question	<u>0.0</u>	<u>0.0</u>	<u>0.0</u>
	100.0	63.4	36.6
<i>Q13&18: Would you (still) be interested in learning more about this service if it turned out that it did not offer Channel 4 with live coverage of San Diego Padres games?</i>			

56. Table 7 summarizes Tables 2 and 6 and shows that a total of 11.7% of those seeing the Padres Offer were negatively affected by the potential absence of Channel 4/San Diego Padres programming.

TABLE 7		
Summary of Lessened Interest due to Potential Absence of Channel 4/San Diego Padres Programming		
	Base= total....	<u>Padres Offer</u>
<u>Lessened Interest</u>		%
Volunteered (Table 2)		2.4
Directed (Table 6)		<u>9.3</u>
	Total	11.7

57. Table 8 shows that more than one out of eight (13.0%) were influenced in their level of interest by the inclusion or potential exclusion of Channel 4/San Diego Padres programming. Again, this figure is conservative for the reason discussed in paragraph 51 and Table 2, above.

TABLE 8		
Summary of Lessened Interest Among Both Groups Due to Absence of Channel 4/San Diego Padres Programming		
	Base= total in group....	205
<u>Lessened Interest</u>		%
No-Padres Offer		14.2
Padres Offer		<u>11.7</u>
	Mean	13.0

58. Finally, it is instructive to note that a net of 15.7% of those not interested in either offering (which is 7.3% of all those exposed) volunteered – without prompting – that the reason was that it does not include Channel 4 with Padres programming.

TABLE 9
Reasons for Non Interest

	Test Condition					
	No-Padres Offer			Padres Offer		
	Total	Interested	Not Interested	Total	Interested	Not Interested
Base= total in each group....	205	110	94	205	130	75
<u>Check-list Reasons (Q7 & Q15)</u>	%	%	%	%	%	%
Price of the service	8.3	0.0	18.1	13.7	0.0	37.3
Channels offered/not offered	8.3	0.0	18.1	2.0	0.0	5.3
Equipment offered	1.5	0.0	3.2	3.9	0.0	10.7
Not interested in changing service	29.3	0.0	63.8	22.4	0.0	61.3
Other reasons	10.7	0.0	23.4	5.4	0.0	14.7
Not asked question	<u>53.7</u>	<u>100.0</u>	<u>0.0</u>	<u>63.4</u>	<u>100.0</u>	<u>0.0</u>
	111.7	100.0	126.6	110.7	100.0	129.3

Q: Please tell us why you are not interested in learning more about this service? (Check all the reasons that apply)

<u>Reasons (Q8 & Q16)</u>	%	%	%	%	%	%
Does not have Padres/Channel 4	7.8	0.0	17.0	0.5	0.0	1.3
All other reasons	0.5	0.0	1.1	1.5	0.0	4.0
Not asked question	<u>91.7</u>	<u>100.0</u>	<u>81.9</u>	<u>98.0</u>	<u>100.0</u>	<u>94.7</u>
	100.0	100.0	100.0	100.0	100.0	100.0

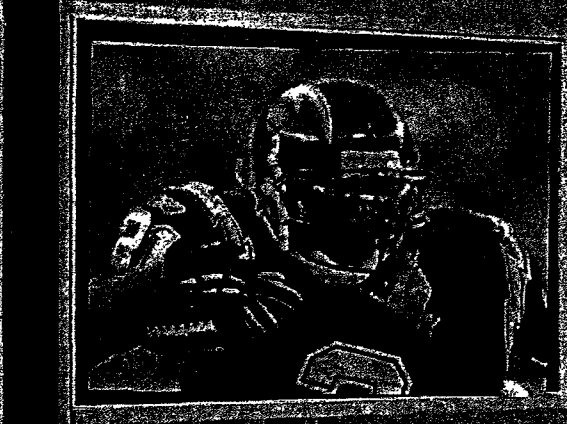
Q: Why are you dissatisfied with the channels offered/not offered?

Exhibits

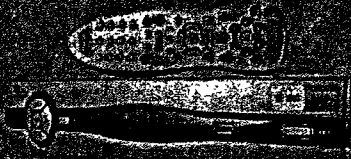
- 1: Control Group Image
- 2: Test Group Image
- 3: Questionnaire
- 4: Tables
- 5: Open-Ended Responses

Exhibit 1
Control Group Image

AT&T U-verse




TV on your terms
the first time TV is more convenient with
AT&T U-verse
and the new advanced DVR that
records more shows at once
simultaneously



**Pay even less when you order U-verse TV,
Internet, and Home Phone together!**

Advanced TV + High-speed Internet + Home Phone
As low as **\$90 + \$50 CASH BACK**
a month for one full year* if you order online**

 **at&t**
U-verse TV and more

U-verse TV offers:


- 100% all digital picture and sound
- Total Home DVR - Record on one DVR and play back on any TV in your home
- Access to over 50 HD channels, with more on the way!
- One HD-ready receiver with DVR with select packages.

**Over 250 programming channels,
including a variety of sports channels!**

***Sorry, we do not offer Channel 4, with
coverage of San Diego Padres games.**

Exhibit 2
Test Group Image

AT&T U-verse




TV on your terms

Choose from over 250 programming channels, including over 50 HD channels, with more on the way. We offer Channel 4, with live coverage of San Diego Padres games!

Pay even less when you order U-verse TV, Internet, and Home Phone together!

Advanced TV + High-speed Internet + Home Phone
As low as **\$90 + \$50 CASH BACK**
a month for one full year* if you order online!

 **at&t**
The World's Most Connected

U-verse TV offers:

- 100% all-digital picture and sound
- Total Home DVR - Record on one DVR and play back on any TV in your home
- Access to over 50 HD channels, with more on the way
- One HD-ready receiver with DVR with select packages

Over 250 programming channels, including a variety of sports channels!

We offer Channel 4, with live coverage of San Diego Padres games!

Exhibit 3
Questionnaire

SAN DIEGO SERVICE OFFER SURVEY

Screener

A. In which of the following metropolitan areas do you live?

- ☐ Bakersfield
- ☐ Los Angeles
- ☐ Palm Springs
- ☐ Sacramento-Stockton-Modesto
- ☐ San Diego (IF NOT SELECTED, TERMINATE)
- ☐ San Francisco-Oakland-San Jose
- ☐ Other

B. Do you yourself make or share in the decision as to which video television service such as cable or satellite television is used in your household?

- ☐ Yes (CONTINUE)
- ☐ No (TERMINATE)

C. Does your household currently subscribe to a video television service such as cable or satellite television?

- ☐ Yes (SKIP TO QE)
- ☐ No (CONTINUE)
- ☐ Not sure (TERMINATE)

D. In the next 12 months, how likely would you be to consider subscribing to a video television service such as cable or satellite television?

- ☐ Very likely (CONTINUE)
- ☐ Somewhat likely (CONTINUE)
- ☐ Not likely (TERMINATE)

E. Are you...

- ☐ Male
- ☐ Female

F. Which of the following includes your age?

- ☐ Under 18 (TERMINATE)
- ☐ 18 -34
- ☐ 35-54
- ☐ 55+

G. Do you or does any member of your immediate family work for:

	Yes	No	
A satellite or cable provider	<input type="radio"/>	<input type="radio"/>	IF "YES" TERMINATE
A marketing or marketing research firm	<input type="radio"/>	<input type="radio"/>	IF "YES" TERMINATE
An advertising or public relations agency	<input type="radio"/>	<input type="radio"/>	IF "YES" TERMINATE
An accounting firm	<input type="radio"/>	<input type="radio"/>	
A law firm	<input type="radio"/>	<input type="radio"/>	IF "YES" TERMINATE
A newspaper, magazine, radio or TV station	<input type="radio"/>	<input type="radio"/>	IF "YES" TERMINATE
An Internet service provider	<input type="radio"/>	<input type="radio"/>	IF "YES" TERMINATE

Main Questionnaire

ON AN EVERY-OTHER BASIS, ASSIGN RESPONDENT TO ONE OF THE FOLLOWING GROUPS:

- ☐ A (i.e., visual without Padres)
- ☐ B (i.e., visual with Padres)

I1. For the purposes of this research, on the next screen we are going to show you an advertisement for a service that might be offered in the San Diego area. Please look at it as if you were considering subscribing to it. Take as much time as you wish.

When you are finished looking at it, click the "CONTINUE" button on the bottom of the screen.

CONTINUE

IMAGE (REMAINS IN VIEW UNTIL AFTER Q-3)

IF GROUP "A", a.jpg

IF GROUP "B", b.jpg

CONTINUE

I2. Now we are going to ask you a few questions about this service. If you don't know an answer or are unsure of an answer, it's perfectly all right to indicate this and we'll just go on to the next question.

CONTINUE

1. Do you already subscribe to this service?

- ☐ Yes.....TERMINATE
- ☐ No.....CONTINUE
- ☐ Don't know..... TERMINATE

2. All things considered, how interested would you be in learning more about this service?

- ☐ Very interestedCONTINUE
- ☐ Somewhat interestedCONTINUE
- ☐ Probably not interested.....CONTINUE
- ☐ Not interestedCONTINUE
- ☐ No opinion.....SKIP TO GROUP A THANK YOU

3. Why do you say that you are [PIPE Q-2 RESPONSE] in learning more about this service? Please be as specific as possible.

REMOVE IMAGE

IF GROUP = "A" AND Q-2 = "Very Interested" or "Somewhat Interested," CONTINUE.

IF GROUP = "A" AND Q-2 = "Probably not" or "Not interested," SKIP TO Q-7.

IF GROUP = "B" AND Q-2 = "Very Interested" or "Somewhat Interested," SKIP TO Q-12

IF GROUP = "B" AND Q-2 = "Probably not or "Not interested," SKIP TO Q-15.

4. When you answered the earlier questions, did you understand that U-verse television does not offer Channel 4 with live coverage of San Diego Padres games?

- ☐ Yes.....SKIP TO GROUP A THANK YOU
- ☐ No.....CONTINUE

5. Now that you know that U-verse television does not offer Channel 4 with live coverage of San Diego Padres games, does that or does that not change your level of interest in learning more about this service?

- ☐ Does change my interest.....CONTINUE
- ☐ Does not change my interest...SKIP TO GROUP A THANK YOU
- ☐ No opinion.....SKIP TO GROUP A THANK YOU

6. How interested would you be in learning more about this service now that you know that U-verse television does not offer Channel 4 with live coverage of San Diego Padres games?

- ☐ Very Interested SKIP TO GROUP A THANK YOU
- ☐ Somewhat Interested...SKIP TO GROUP A THANK YOU
- ☐ Probably not interested...SKIP TO GROUP A THANK YOU
- ☐ Not Interested....SKIP TO GROUP A THANK YOU
- ☐ No opinion.....SKIP TO GROUP A THANK YOU

7. Please tell us why you are not interested in learning more about this service. (CHECK ALL THE REASONS THAT APPLY)

- ☐ The price of the serviceSKIP TO Q9
- ☐ Dissatisfaction with the channels offered or not offered CONTINUE
- ☐ Dissatisfaction with the equipment offeredSKIP TO Q9
- ☐ Not interested in subscribing to or changing my video service SKIP TO Q9
- ☐ Other reasonsSKIP TO Q9

8. Why are you dissatisfied with the channels offered or not offered? (PLEASE BE AS SPECIFIC AS POSSIBLE AND LIST ANY CHANNELS THAT APPLY TO YOUR ANSWER.)

9. When you answered the earlier questions, did you understand that U-verse television does not offer Channel 4 with live coverage of San Diego Padres games?

☐ Yes.....**SKIP TO GROUP A THANK YOU**
☐ No.....**CONTINUE**

10. Now that you know that U-verse television does not offer Channel 4 with live coverage of San Diego Padres games, does that or does that not change your level of interest in learning more about this service?

☐ Does change my interest..... **CONTINUE**
☐ Does not change my interest.....**SKIP TO GROUP A THANK YOU**
☐ No opinion.....**SKIP TO GROUP A THANK YOU**

11. How interested would you be in learning more about this service now that you know that U-verse television does not offer Channel 4 with live coverage of San Diego Padres games?

☐ Very Interested**SKIP TO GROUP A THANK YOU**
☐ Somewhat Interested**SKIP TO GROUP A THANK YOU**
☐ Probably not interested.....**SKIP TO GROUP A THANK YOU**
☐ Not Interested**SKIP TO GROUP A THANK YOU**
☐ No opinion.....**SKIP TO GROUP A THANK YOU**

12. When you answered the earlier questions, did you understand that U-verse television would include Channel 4 with live coverage of San Diego Padres games?

☐ Yes **CONTINUE**
☐ No **CONTINUE**

13. Would you still be interested in learning more about U-verse television if it turned out that it did not offer Channel 4 with live coverage of San Diego Padres games?

☐ Yes.....**CONTINUE**
☐ No**SKIP TO GROUP B THANK YOU**
☐ No opinion.....**SKIP TO GROUP B THANK YOU**

14. How interested would you be in learning more about this service if it turned out that it did not offer Channel 4 with live coverage of San Diego Padres games?

☐ Very Interested**SKIP TO GROUP B THANK YOU**
☐ Somewhat Interested**SKIP TO GROUP B THANK YOU**
☐ Probably not interested.....**SKIP TO GROUP B THANK YOU**
☐ Not Interested**SKIP TO GROUP B THANK YOU**
☐ No opinion.....**SKIP TO GROUP B THANK YOU**

15. Please tell us why you are not interested in learning more about this service. (CHECK ALL THE REASONS THAT APPLY)

- ☐ The price of the serviceSKIP TO Q17
- ☐ Dissatisfaction with the channels offered or not offered CONTINUE
- ☐ Dissatisfaction with the equipment offeredSKIP TO Q17
- ☐ Not interested in subscribing to or changing my video service SKIP TO Q17
- ☐ Other reasonsSKIP TO Q17

16. Why are you dissatisfied with the channels offered or not offered? (PLEASE BE AS SPECIFIC AS POSSIBLE AND LIST ANY CHANNELS THAT APPLY TO YOUR ANSWER.)

17. When you answered the earlier questions, did you understand that U-verse television would include Channel 4 with live coverage of San Diego Padres games?

- ☐ Yes CONTINUE
- ☐ No CONTINUE

18. Would you be interested in learning more about U-verse television if it turned out that it did not offer Channel 4 with live coverage of San Diego Padres games?

- ☐ Yes.....CONTINUE
- ☐ No.....SKIP TO GROUP B THANK YOU
- ☐ No opinion...SKIP TO GROUP B THANK YOU

19. How interested would you be in learning more about this service if it turned out that it did not offer Channel 4 with live coverage of San Diego Padres games?

- ☐ Very Interested....SKIP TO GROUP B THANK YOU
- ☐ Somewhat Interested...SKIP TO GROUP B THANK YOU
- ☐ Probably not interested...SKIP TO GROUP BTHANK YOU
- ☐ Not Interested...SKIP TO GROUP B THANK YOU
- ☐ No opinion...SKIP TO GROUP B THANK YOU

GROUP A THANK YOU

Thank you very much for taking the time to share your opinions with us.

GROUP B THANK YOU

Thank you very much for taking the time to share your opinions with us.

Please note that the ad you saw was for a service that currently is not offered in the San Diego area, and was shown to you only for purposes of this research.

a.jpg

AT&T U-verse

TV on your terms

Get the best of both worlds — with U-verse TV, you can watch TV on your terms. AT&T U-verse TV includes an advanced DVR and records up to 10 hours of TV. (Standard TV.)

Pay even less when you order U-verse TV, Internet, and Home Phone together!

Advanced TV + High-speed Internet + Home Phone
As low as **\$90** + **\$50** CASH BACK
a month for one full year* if you order online**

at&t

U-verse TV offers:


- 100% all-digital picture and sound
- Total Home DVR — Record on one DVR and play back on any TV in your home
- Access to over 50 HD channels, with more on the way!
- One HD-ready receiver with DVR with select packages

Over 250 programming channels,
including a variety of sports channels.

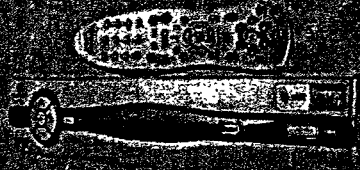
Sorry, we do not offer Channel 4, with
coverage of San Diego Padres games.

b.jpg

AT&T U-verse




TV on your terms
U-verse TV + HD + DVR + On Demand
AT&T U-verse
and the included advanced DVR that
records up to 3 hours of HD content
simultaneously.



**Pay even less when you order U-verse TV,
Internet, and Home Phone together!**

Advanced TV + High-speed Internet + Home Phone
As low as **\$90** + **\$50 CASH BACK**
a month for one full year* if you order online**



U-verse TV offers:

- 100% all-digital picture and sound
- Total Home DVR - Record on one DVR and play back on any TV in your home
- Access to over 50 HD channels, with more on the way!
- One HD-ready receiver with DVR with select packages

**Over 250 programming channels
including a variety of sports channels!**

**We offer Channel 4 with live
coverage of San Diego Padres games!**

Exhibit 4
Tables

TABLE A
Interest in U-verse Offering

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Subtotal	53.7	52.7	59.5	63.4	63.7	61.5
Probably not interested	19.0	19.8	16.2	19.5	20.1	15.4
Not interested	26.8	27.5	24.3	17.1	16.2	23.1
No opinion	0.5	0.0	0.0	0.0	0.0	0.0
	100.0	100.0	100.0	100.0	100.0	100.0

¹Q4 or Q9 = "Yes"

²Q4 or Q9 = "No"

³Q12 or Q17 = "Yes"

⁴Q12 or Q17 = "No"

Q: All things considered, how interested would you be in learning more about this service?

TABLE B
Reasons for Interest or Disinterest

	Test Condition							
	No-Padres Offer				Padres Offer			
	Total	Very Interested	Somewhat Interested	Not Interested	Total	Very Interested	Somewhat Interested	Not Interested
Base= total in each group....	205	28	82	94	205	35	95	75
<u>Reasons (Q3)</u>	%	%	%	%	%	%	%	%
Does not have Padres/Channel 4 and I want it	11.2	0.0	8.5	17.0	0.0	0.0	0.0	0.0
Does have Padres/Channel 4	0.0	0.0	0.0	0.0	2.4	8.6	1.1	0.0
All other reasons	88.8	100.0	91.5	83.0	97.6	91.4	98.9	100.0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Q: Why do you say that you are (Q2 Response) in learning more about this service? Please be as specific as possible.

TABLE C
Change of Interest with Knowledge of No Padres

	Test Condition					
	No-Padres Offer			Padres Offer		
	Total	Interested	Not Interested	Total	Interested	Not Interested
Base= total in each group....	205	110	94	205	130	75
<u>Changed Interest? (Q5 & Q10)</u>	%	%	%	%	%	%
Yes	5.9	9.1	2.1	NA	NA	NA
No	11.7	10.9	12.8	NA	NA	NA
No opinion	0.5	0.0	1.1	NA	NA	NA
Not asked question	<u>82.0</u>	<u>80.0</u>	<u>84.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
	100.0	100.0	100.0	100.0	100.0	100.0

Q: Now that you know that U-verse television does not offer Channel 4 with live coverage of San Diego Padres games, does that or does that not change your interest in learning more about this service?

TABLE D
New Level of Interest if Padres Not Available

	Test Condition					
	No-Padres Offer			Padres Offer		
	Total	Interested	Not Interested	Total	Interested	Not Interested
Base= total in each group....	205	110	94	205	130	75
<u>New Interest (Q6, 11, 14, 19)</u>	%	%	%	%	%	%
Very interested	1.0	1.8	0.0	14.6	23.1	0.0
Somewhat interested	1.5	2.7	0.0	33.2	52.3	0.0
Subtotal	2.4	4.5	0.0	47.8	75.4	0.0
Probably not interested	1.0	1.8	0.0	1.0	1.5	0.0
Not interested	2.0	1.8	2.1	0.0	0.0	1.3
No opinion	0.5	0.9	0.0	0.0	0.0	0.0
Not asked question	<u>94.1</u>	<u>90.9</u>	<u>97.9</u>	<u>51.2</u>	<u>23.1</u>	<u>98.7</u>
	100.0	100.0	100.0	100.0	100.0	100.0

Q: How interested would you be in learning more about this service now that you know that U-verse television does not offer Channel 4 with live coverage of San Diego Padres games?

TABLE E
Reasons for Non Interest

	Test Condition					
	No-Padres Offer			Padres Offer		
	Total	Interested	Not Interested	Total	Interested	Not Interested
Base= total in each group....	205	110	94	205	130	75
<u>Check-list Reasons (Q7 & Q15)</u>	%	%	%	%	%	%
Price of the service	8.3	0.0	18.1	13.7	0.0	37.3
Channels offered/not offered	8.3	0.0	18.1	2.0	0.0	5.3
Equipment offered	1.5	0.0	3.2	3.9	0.0	10.7
Not interested in changing service	29.3	0.0	63.8	22.4	0.0	61.3
Other reasons	10.7	0.0	23.4	5.4	0.0	14.7
Not asked question	<u>53.7</u>	<u>100.0</u>	<u>0.0</u>	<u>63.4</u>	<u>100.0</u>	<u>0.0</u>
	111.7	100.0	126.6	110.7	100.0	129.3

Q: Please tell us why you are not interested in learning more about this service? (Check all the reasons that apply)

<u>Reasons (Q8 & Q16)</u>	%	%	%	%	%	%
Does not have Padres/Channel 4	7.8	0.0	17.0	0.5	0.0	1.3
All other reasons	0.5	0.0	1.1	1.5	0.0	4.0
Not asked question	<u>91.7</u>	<u>100.0</u>	<u>81.9</u>	<u>98.0</u>	<u>100.0</u>	<u>94.7</u>
	100.0	100.0	100.0	100.0	100.0	100.0

Q. Why are you dissatisfied with the channels offered/not offered?

TABLE F
Opinion if Padres Were Not Available

	Test Condition					
	No-Padres Offer			Padres Offer		
Base= total in each group....	Total	Interested	Not Interested	Total	Interested	Not Interested
	205	205	205	205	205	205
<u>Still Interested? (Q13 & Q18)</u>	%	%	%	%	%	%
Yes	NA	NA	NA	49.3	48.8	0.5
No	NA	NA	NA	37.6	9.3	28.3
No opinion	NA	NA	NA	13.2	5.4	7.8
Not asked question	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>0.0</u>	<u>0.0</u>	<u>0.0</u>
	100.0	100.0	100.0	100.0	63.4	36.6

Q: Would you (still) be interested in learning more about this service if it turned out that it did not offer Channel 4 with live coverage of San Diego Padres games?

Exhibit 5
Open-Ended Responses